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University of California Hospitals and Clinics · San Francisco

YOU NAME IT...

(SEE PAGE 4)

Hospital Week: The Human Side of Our Service

The press and television turned out in impressive numbers on opening day of National Hospital Week, May 8, to cover a preview briefing and tour of the Moffitt Hospital Pediatrics Unit and the exhibits in the main floor lobbies. All Hospital Week arrangements were handled by members of the Department of Social Work.

Our Hospital Week theme, highlighting the human side of patient care, was interpreted for reporters by a panel headed by Dr. Melvin Grumbach, Chairman, Department of Pediatrics. Then a battery of cameras zeroed in on Head Nurse Ann Ravera and Clinical Social Worker Nancy Feldstein, who demonstrated how hand puppets are used to help dispel the mystery and fear of surgery for young patients.

The media representatives visited the classroom and the cheerful playroom, where even very sick children were enjoying a variety of activities. They talked with a mother who is participating in the Care-Through-Parent program, staying overnight at the hospital with her child. And they saw the delightful new decor, created by design student Sylvia Stevens and her team of student volunteers from the California College of Arts and Crafts. This features colorful, life-size cutouts on the walls of children at play, and brightly colored trim and furniture.

The press, and other visitors who entered Moffitt Hospital on that day and throughout Hospital Week, immediately found themselves on television. A camera trained on the visitor projected him simultaneously on the screen which was bordered with the words: "We Want You In The Picture of Health."

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Pediatrics Head Nurse Ann Ravera (l) and Social Worker Nancy Feldstein demonstrate use of hand puppets for the news media.

The press preview included a visit to the pediatrics playroom where patient Connie Schudel helps Eric Schenker with a painting project. S.F. Examiner Photos by Fran Ortiz

Getting Around with the Patient Escort Service

You see them everywhere in their trim, gold colored jackets—pushing patients in wheelchairs and guerneys, delivering transfusion blood, specimens, X-ray films, ice for surgery, patient charts, medications, and performing dozens of other duties.

The Patient Escorts range in age primarily from the late 'teens to the early 'thirties, but a few are even older. They represent many ethnic backgrounds and, thanks to their non-sedentary occupation, tend to be on the slender side. Because they, and their colleagues, the Patient Escort Dispatchers, work in an atmosphere of pressure and tension, they learn to endure criticism and complaints from other hospital personnel or from worried patients.

Yet no member of the health care team is more immediately responsible for a patient's comfort and well-being nor more essential to his progress toward recovery. The best medical care available would be meaningless if someone did not transport the patient to it, and the best medications ordered by physicians would be of little value unless they were delivered in time.

"The close personal attention required by many patients, the vital records being transported, and many other factors have made this an extremely sensitive position," said Donald I. Bartlow, Assistant Director of Hospitals and Clinics. "Countless examples of outstanding performance by the Patient Escorts can be cited."

The central Patient Escort office is located in the Moffitt Hospital basement, but for the past year, the escorts have been working out of decentralized substations. Two of these, serving Moffitt Hospital and Medical Science building, are located on the eighth and eleventh floors of the Medical Science building next to the east bank of elevators. A third, serving U.C. Hospitals and Clinics, is in the Toland Hall ante-room of U.C. Hospital.

At each of these substations, a supply of wheelchairs and guerneys is kept

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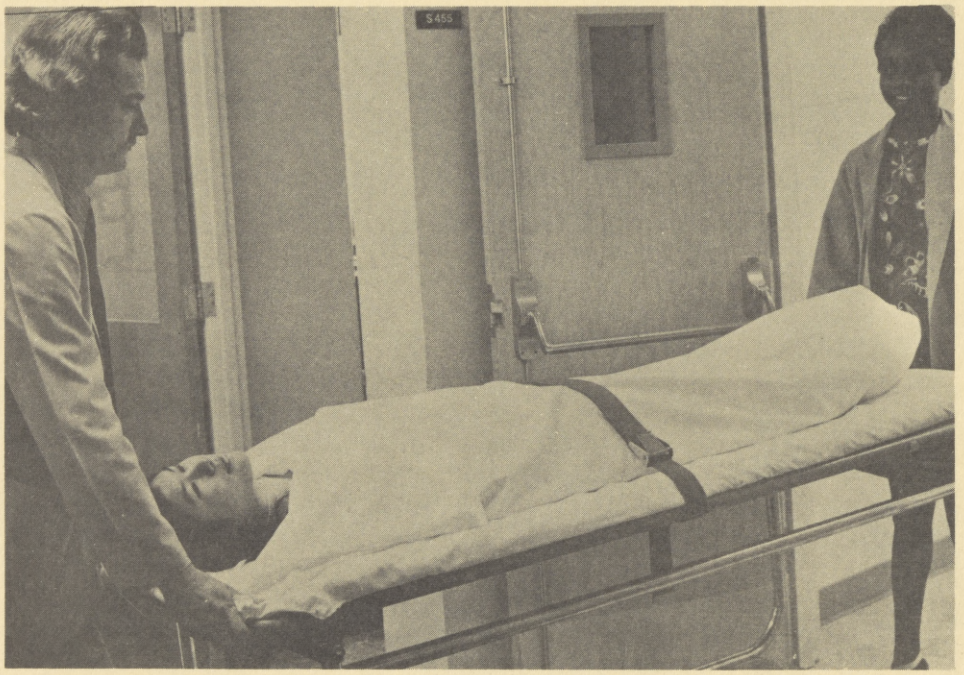
In Tube Room, Nubia Alizaga and Supervisor Dorothy Kelly.



The safe way to take a guerney up a ramp is demonstrated above. Both escorts face the "patient," played by a co-worker, Kristine Louie, whose feet point uphill. Barry Muns (l) pushes guerney forward and Diane Derosant (r) pulls, walking backward up the ramp. In photo at right, Leonilo Brieto shows how a wheelchair "patient," played by Anna Figueroa, should be backed into an elevator. When leaving elevator, chair is turned around, patient backed out.

Affirmative Action Gains

To further the Hospitals and Clinics' Affirmative Action goals, a six-member Affirmative Action Performance Committee is being formed. It will serve in an advisory capacity to the Director of Hospitals and Clinics.

Meanwhile, a number of positive gains have been realized in the effort to increase employment and advancement opportunities for minorities and women. We'll touch on just a few of these accomplishments in this "capsule report." Specific programs will be covered in detail in future issues of the newsletter. Here are some recent noteworthy developments at various staff levels:

- Donald I. Bartlow was appointed Assistant Director, Hospitals and Clinics. Robert H. Christmas, a member of the administrative staff since 1970, was named Acting Director of Ambulatory Care Services.

- Hazel V. Pates became the first woman to hold the position of Senior Custodian in the Hospitals and Clinics. She is assigned in that capacity to the Surgery area, and receives equal pay with men. The new Night Foreman in the Surgery area is a Spanish-surnamed employee, Peter Cruz. Dorothy Kelly stepped up from Senior Clerk, Housekeeping Department, to become Supervisor, Patient Escort Service.

- Frank N. D'Sousa came to UCSF as a volunteer a few months after his arrival in the United States from the East Coast of Africa. Of East Indian extraction, he was recently employed as Principal Clerk in the Housekeeping Department, where he handles payroll work and correspondence.

A variety of training and education programs are helping employees to achieve upward mobility. Currently enrolled, for example, in the Adult Education classes offered by the Personnel Office are some 120 employees. Classes are underway in English, reading, mathematics, science, bookkeeping and accounting. A typing class is to be added. Instructors are provided by the Community College District and department supervisors are urged to

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David Harris, 2, and Volunteer Mark Gordon in Pediatrics Unit Playroom.

The Human Side of Our Service

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Nearby, a blue and gold draped booth was staffed by members of the Social Work Department to provide information and answer questions about the many services social workers offer to patients. These include crisis intervention, counseling on social problems arising out of illness and hospitalization, and aiding in communication between patients and hospital staff. A handsome display depicted the social workers and other members of the health care team who provide people-to-people services in the Hospitals and Clinics.

In the lobby of the Clinics Building, a model of the new clinics facility under construction was on display. Featured during the week in the Medical Sciences lobby were the following displays and exhibits:

Department of Medicine: Displays of dialysis, electrocardiogram and inhalation therapy equipment; *Departments of Surgery and Rehabilitation:* Exhibits of total hip prosthesis; physical and occupational therapy; *Departments of Obstetrics and Pediatrics:* Photos of Lamaze classes and Rooming-in program. (Tours of the sixth floor Pediatrics Unit were conducted Wednesday.)

Outpatient Department and Pharmacy: Inspired by "Peanuts," a booth with a sign, "The Doctor Is In," provided information about the Adult Psychiatry Clinic. Pharmacy displays were also featured; *Student Activities and UCSF Research:* Students provided information on careers and community health projects.

Mrs. Kathryn Riffice, participating in the "Care Through Parent Program" with her daughter, Elisa, 7.

SPEAK UP!

The Action Line

To the Editor:
The Patient Escort Service would appreciate knowing what plans are being made for the safe transport of wheelchair patients across Parnassus Avenue to the new Clinics Building.

Dorothy Kelly, Supervisor

Administration Answers:
A three-story bridge is planned to connect the second, third and fourth floors of Moffitt Hospital with the new Clinics Building. Meanwhile, we appreciate the fine cooperation of your department and the traffic control efforts of the Campus Police in safe use of the crosswalks.

■ ■ ■

To the Editor:
Two suggestions for improving our service: 1. Let's stop routing elderly and sick patients to the wrong building, right floor. Example: "Room 424"—but *where??* 2. Can chairs or a sofa be placed *near the elevator* on the fourth floor M so that visitors and relatives are not unnecessarily exposed to activities of the Operating Room?

Name withheld by request

Administration Answers:
Thanks for these constructive suggestions. We urge all staff to implement the first. The second will have been taken care of before this issue goes to press!

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Address contributions for "The Action Line" to The Editor, Employees' Newsletter, Office of Public Information, 1483 Fourth Avenue. All will receive an answer and questions or suggestions of widest employee interest will be published.

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AFFIRMATIVE ACTION

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allow employees release time to attend the classes.

Eleven students are enrolled in the nine-month Medical Transcription class now underway on the UCSF campus. The course was initiated by the UC Hospitals and Clinics in response to the shortage of trained medical transcribers. Members of our own Medical Transcription office and Radiology Department are instructors, and students are allowed release time to attend.

Other important educational efforts include the Licensed Vocational Nurses training program, the Four/Four programs for training veterans in health care skills, and the High School Summer Youth Program.

PATIENT ESCORTS

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ready for use and requests for service are funnelled by telephone through a busy dispatch desk. Other escorts work out of the Moffitt Laboratory in or the Moffitt basement Tube Room where they dispatch hundreds of messages and important papers by pneumatic tube to 58 departments.

Each new employee views a 90-minute audiovisual training program and is accompanied on assignments for three or four days by a Senior Escort. All are drilled in transport techniques which emphasize the patient's safety.

WHAT'S HAPPENING?

All departments are invited to submit news items about promotions, employee honors and recognition at all staff levels. Our next issue will be distributed in September. Copy deadline is August 1.

'You Name It!' Contest Deadline

The contest to find a permanent name for the UC Hospitals and Clinics Employees' newsletter ends June 30.

Originator of the best name, or idea leading to a name, will be awarded an expense-paid three-day trip to either Los Angeles or San Diego. One day will be spent with a member of the UCLA or UCSD Hospital staff holding a job which parallels that of our winner. A day's fun at Disneyland or San Diego attractions will be included. The contest rules are:

1. Entries are limited to UCSF Hospitals and Clinics personnel.
2. Contestants may submit as many titles as they wish.
3. In case of duplicate entries, the one received earliest will take precedence.

"You Name It!" Contest

Fill out this entry blank and deliver, or send by campus mail, to the Office of Public Information, 1483 Fourth Avenue, no later than June 30.

YOUR NAME (Please print) _____

DEPARTMENT _____ Extension _____

Your suggested name for the UC Hospitals and Clinics Newsletter:

_____

(If you wish to submit several names, attach a separate sheet.)